



Ornstein of Transwestern: Unique approach with PR background

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Name: Lindsay Ornstein

Title: Partner

Company Name: Transwestern

Years in Commercial Real Estate: 13

In the last 12 months, which project, transaction, honor or accomplishment are you most proud of and why?

PubMatic at 229 W 43rd St. We were hired, negotiated, secured and built customized space, and our client moved in all in less than 6 months start to finish on a 20,000 s/f transaction.

What was your first job and what did you learn from it?

I began my career in PR and marketing. I apply a marketing perspective to all aspects of my transactional business and I think it gives my clients a unique approach and better results. than a single-minded focus.

What is your favorite quote?

By Theodore Roethke, "I wake to sleep, and take my waking slow...I learn by going where I have to go."

What are you doing differently in 2014 that has had positive impact on your career?

Maximizing my time and efficiency by eliminating activities, meetings and commitments that distract from productivity.

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